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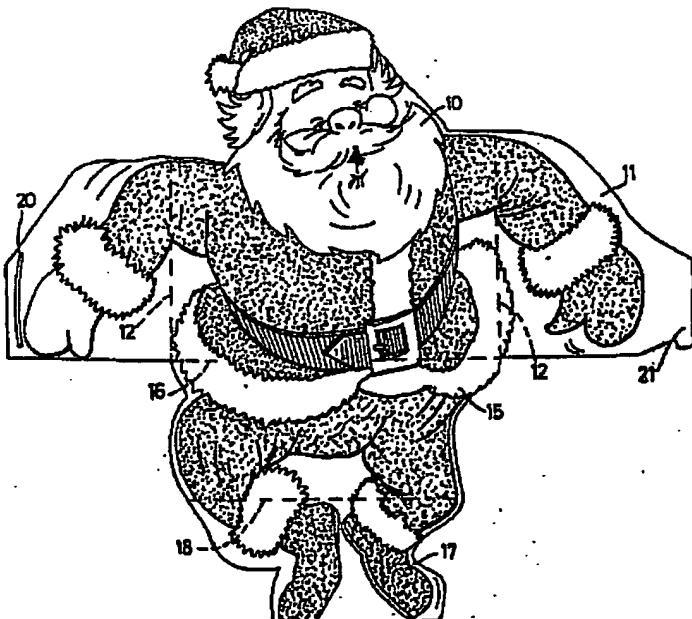
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(54) Title: GREETINGS CARD



(57) Abstract

A display device for use as a greetings card is provided for location on a horizontal support surface (19) adjacent to an edge thereof. The device comprises a first sheet-form display member (10) having support means (11) integrally formed therewith for maintaining the first display member (10) in a substantially vertical position on the support surface (19) in use. One second sheet-form display member (15) is hingedly attached along the bottom edge of the first display member (10) to extend towards the edge of the support surface (19) in use. A respective third sheet-form display member (17) is hingedly attached to an edge of the second display member (15) to depend downwardly from the edge of the support surface (19) in use.

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GREETINGS CARD

The invention relates to display devices and more particularly, although not exclusively, to a display device for use as a greetings card.

There is a continuing demand for display devices,
05 for use in retail outlets, and for greetings cards which are self-sustainable in a stable upright display position when located on a support surface, and also are eyecatching and relatively compact when folded for transporting.

10 It is an object of the present invention to provide improved display devices, and blanks therefor, which are relatively inexpensive to manufacture but are stable when erected, are capable of providing an eye-catching display and are compact when folded or collapsed for transporting.

15 According to one aspect of the invention, there is provided a display device, for locating on a horizontal support surface adjacent to an edge thereof, comprising a first sheet-form display member having support means integrally formed therewith, or attached thereto, for maintaining the first display member in a vertical position or substantially so on the support surface in

use, at least one second sheet-form display member hingedly attached along at least a portion of the bottom edge of the first display member to extend towards the edge of the support surface in use, and a respective 05 third sheet-form display member hingedly attached to an edge of the or each second display member to depend downwardly from the edge of the support surface in use.

The support means may comprise a portion of the first display member located to one side thereof with a 10 hinge interposed therebetween.

Alternatively, the support means may comprise two portions of the first display member, one located on each side thereof with respective hinges interposed therebetween. With such an arrangement, locking means 15 may be provided to releasably lock the side portions in overlapping relationship with the display member, for example a tongue being formed on one side portion and a co-operable slot being formed in the other side portion.

The side portion(s) may be provided twice the 20 required width or depth to facilitate single sided printing, and then doubled over and adhered to provide the support means.

The support means may alternatively comprise an extension to the first display member in a direction 25 remote from the second display member with a hinge interposed therebetween. An upper portion of the first

display member may be of restricted width and cut-out from the extension which is formed by the land therearound.

According to a further aspect of the invention,
05 there is provided a blank for producing a display device comprising a first upper area, at least one second upper area located to one side of the first upper area with a first fold line interposed therebetween, at least one intermediate area located below the first upper area
10 with a second fold line interposed therebetween and at least one lower area located below the or each intermediate area with a third fold line interposed therebetween.

Preferably, the first fold line is vertical or
15 substantially so and the second and third fold lines are horizontal or substantially so.

Two second upper areas may be provided, one on each side of the first upper area. One of the said second upper areas may be formed with a slot therein and the other second upper area is formed with a tongue, for locating with the slot to provide releasable locking means when the two second upper areas are folded to be located over the first upper area, in use.
20

Two third upper areas may be provided, one on each side of the two second upper areas remote from the first upper area with respective fold lines interposed therebetween to facilitate single sided printing.
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The second upper area may alternatively be located as an extension to the first upper area in a direction remote from the intermediate area with the first fold line interposed therebetween. An upper portion of the
05 first upper area may be of restricted width and cut-out from the extension which is formed by the land therearound.

The foregoing and further features of the invention may be more readily understood from the
10 following description of two preferred embodiments thereof, by way of example, with reference to the accompanying drawings, in which:-

Fig. 1 is a plan view of a blank for a greetings card;

15 Fig. 2 is a plan view of the blank of Fig. 1 partially folded;

Fig. 3 is a plan view of the blank of Figs. 1 and 2 completely folded for transportation;

20 Fig. 4 is a perspective view of the blank of Figs. 1 to 3 located in its display configuration on a support surface; and

Fig. 5 is a plan view of an alternative blank for a greetings card.

Referring now firstly to Figs. 1 to 4 of the
25 drawings, there is shown a blank for a greetings card which comprises a first upper area 10, defining a first

display member, having two second upper areas 11 located one on each side thereof with respective fold lines 12 interposed therebetween. Two third upper areas 13 are located one on each side of the second upper areas 11, remote from the first upper area 10, with respective fold lines 14 interposed therebetween. The two second and the two third upper areas 11, 13 define support means.

An intermediate area 15, defining a second display member, is located below first upper area 10 with a fold line 16 interposed therebetween and two lower areas 17, defining third display members, are located below intermediate area 15 with respective fold lines 18 interposed therebetween.

The blank may be produced of stiff paper, card, board or a thin sheet of synthetic plastics material and in the form shown in Fig. 1 is suited for single side printing. Subsequent to printing, third upper areas 13 are folded rearwardly about fold lines 14 and adhered to the rear surfaces of second upper areas 11 to produce the blank as shown in Fig. 2. Such areas 13 could alternatively be located above or below second upper areas 11 to facilitate single side printing.

With the blank as shown in Fig. 2, intermediate area 15 is folded upwardly about fold line 16 to overlie first upper area 10 and then lower areas 17 are folded downwardly about fold lines 18 to overlie the rear

surface of intermediate area 15. Second upper area(s) 11 are then folded inwardly about fold line(s) 12 to overlie the first upper, intermediate and lower areas to provide a configurationn as shown in Fig. 3 for
05 transportation and/or mailing.

In use, to provide an appealing display, the device is re-opened from the Fig. 3 configuration and located on a shelf or the edge of any other support surface 19 as shown in Fig. 4. From Fig. 4, it will be
10 seen that intermediate area 15 is positioned to lie on shelf 19 with lower areas 17 depending downwardly over the edge thereof and first upper area 10 is positioned vertically or substantially so and maintained in this position by second upper areas 11 located at an angle thereto. A further support could be located at the rear
15 of first upper area 10 in addition to or as an alternative to second upper areas 11. This further support can be attached to the back of the first upper area 10, or a portion, triangular or substantially so,
20 or arcuate may be cut from the or each second upper area 11 to include part of the fold line 12 whereby the portion can be hinged rearwardly with the remaining part of the second upper area being hinged forwardly, or vice versa.

25 Referring now to Fig. 5, there is shown an alternative form of blank for a greetings card which

corresponds to the Fig. 2 stage of the first embodiment. In this embodiment, one of the second upper areas 11 is formed with a slot 20 and the other second upper area 11 is formed with a tongue 21 which locates in slot 20 to lock the two second upper areas 11 when folded into the transportation configuration corresponding to the Fig. 3 configuration of the first embodiment. Alternatively, the second upper areas can be folded forwardly or rearwardly and locked in position to form support means.

05 This arrangement is particularly suited when the material used for the blank is 'springy'.

10

In other contemplated embodiments, not shown, a single second upper area 11 could be provided of a width equal to the width of first upper area 10. Additional intermediate and lower areas 15 and 17 could be provided, for example to incorporate a tail when the device is to depict an animal. Further fold lines could be incorporated in the lower members 17, for example to depict a cross-legged figure and the fold lines 16 and 18 need not be in a parallel configuration. In yet a further embodiment, the lower area(s) 17 could have portions extending above the fold line(s) 18, which portions are provided by being cut-outs from the intermediate area(s) 15. Also an additional area, which may be triangular, could be located between one side edge of the intermediate area 15 and the lower edge of the adjacent second upper area 11 with fold lines

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interposed therebetween so as to allow greetings or other data to extend from the second upper area 11 to the intermediate area 15. With such an arrangement the other second area 11 forms the main support for the 05 device when being displayed and may be arranged to extend forwardly or rearwardly of the first upper area 10.

In another embodiment (not shown), the support means comprises an extension to the first display member 10 in a direction remote from the second display member 11 with a horizontal hinge interposed therebetween. An upper portion of the first display member may be of restricted width or shaped and cut-out from the extension which is formed by the land therearound. In 15 this embodiment, the extension folded downwardly to support the first display member in a vertical or substantially vertical position. Locking means may be provided to hold the extension in place when folded downwardly. This locking means may comprise a tongue having a barb at its outer end to engage in a slot 20 provided along the hinge line between the first and second display members.

Although both embodiments illustrated relate to greetings cards, other display matter could be depicted 25 on the device, such as price lists etc., when for use in retail outlets and furthermore the overall shape could

be geometrical or abstract in form. The illustrations on the cards can be as desired. The cards illustrated in the drawings show characters, however other suitable subjects, for example creatures, flowers, natural 05 panoramas or abstract designs can be represented. Also, the first upper area can be provided with a window and a backing provided therebehind to form a holding for an insert, such as a pictorial scene or photograph.

The depth of the intermediate area(s) and of the 10 lower area(s) is preferably no greater than the depth of the first upper area. Where the width at the upper portion of the first upper area is less than the width of the remaining portion, ie. when there is a representation of a character or creature having a head, 15 then the depth is no greater than the depth to shoulder level whereby the intermediate area(s) or the lower area(s) cannot be seen behind the first upper area when the card is in the transportation state.

Hence it will be seen that a display device/blank 20 is provided which is inexpensive to manufacture and nevertheless has considerable eye appeal.

CLAIMS:

1. A display device, for locating on a horizontal support surface adjacent an edge thereof, comprising a first sheet-form display member having support means integrally formed therewith, or attached thereto, for maintaining the first display member in a vertical position or substantially so on the support surface in use, at least one second sheet-form display member hingedly attached along at least a portion of the bottom edge of the first display member to extend towards the edge of the support surface, in use, and a respective third sheet-form display member hingedly attached to an edge of the or each second display member to depend downwardly from the edge of the support surface in use.
- 10 2. A display device as claimed in claim 1, wherein the support means comprises a portion of the display member located to one side thereof with a hinge interposed therebetween.
3. A display device as claimed in claim 1, wherein the support means comprises two portions of the display

member, one located on each side thereof with respective hinges interposed therebetween.

4. A display device as claimed in claim 3, wherein locking means is provided to releasably lock the side portions in overlapping relationship with the display member.

5. A display device as claimed in claim 4, wherein the locking means comprises a tongue formed on one side portion and a co-operable slot formed in the other side portion.

6. A display device as claimed in any one of claims 2 to 5 inclusive, wherein the side portion(s) are provided twice the required width, to facilitate single sided printing, and then doubled over and adhered to provide the support means.

05 7. A display device as claimed in Claim 1, wherein the support means comprises an extension to the first display member in a direction remote from the second display member with a horizontal hinge interposed therebetween.

8. A display device as claimed in Claim 7, wherein an

upper portion of the first display member is of restricted width or shape and cut-out from the extension which is formed by the land therearound.

9. A display device as claimed in Claim 7 or 8, wherein the extension is folded downwardly to support the first display member in a vertical or substantially vertical position.

10. A display device as claimed in Claim 7, 8 or 9 wherein locking means is provided to hold the extension in place when folded downwardly.

11. A display device as claimed in Claim 10, wherein the locking means comprises a tongue having a barb at its outer end to engage in a slot provided along the hinge line between the first and second display members.

12. A display device as claimed in any preceding claim comprising a greetings card.

13. A blank for producing a display device comprising a first upper area, at least one second upper area located to one side of the first upper area with a first fold line interposed therebetween, at least one intermediate area located below the or each intermediate area with a third fold line interposed therebetween.

14. A blank as claimed in claim 13, wherein the first fold line is vertical or substantially so, and the second and third fold lines are horizontal or substantially so.

15. A blank as claimed in claim 13 or 14, wherein two second upper areas are provided, one on each side of the first upper area.

16. A blank as claimed in claim 15, wherein one of said second upper areas is formed with a slot therein and the other second upper area is formed with a tongue, for locating with the slot to provide releasable locking means when the two second upper areas are folded to be located over the first upper area in use.
05

17. A blank as claimed in any one of claims 13 to 16 inclusive, wherein one or more third upper areas are provided, one on each side of each second upper area remote from the first upper area with respective fold lines interposed therebetween to facilitate single sided printing.
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18. A blank as claimed in any one of claims 13 to 17 inclusive, wherein at least one lower area has a portion

extending above its fold line and being provided as a cut-out from an intermediate area.

19. A blank as claimed in any one of claims 13 to 18 inclusive, including an additional area located between one side edge of the intermediate area and the lower edge of the adjacent second upper area with fold lines interposed therebetween.

05 20. A display device/blank substantially as hereinbefore described with reference to the accompanying drawings.

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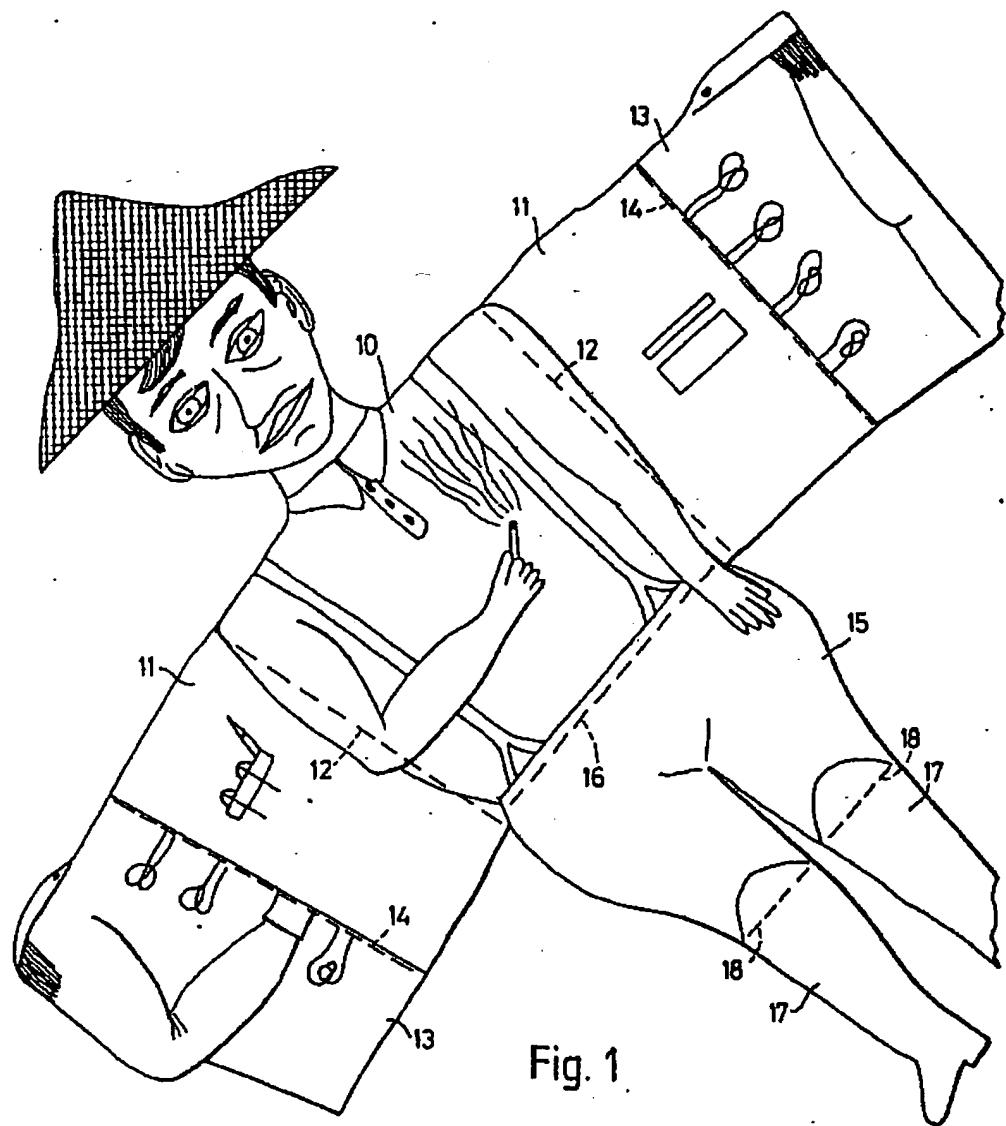


Fig. 1.

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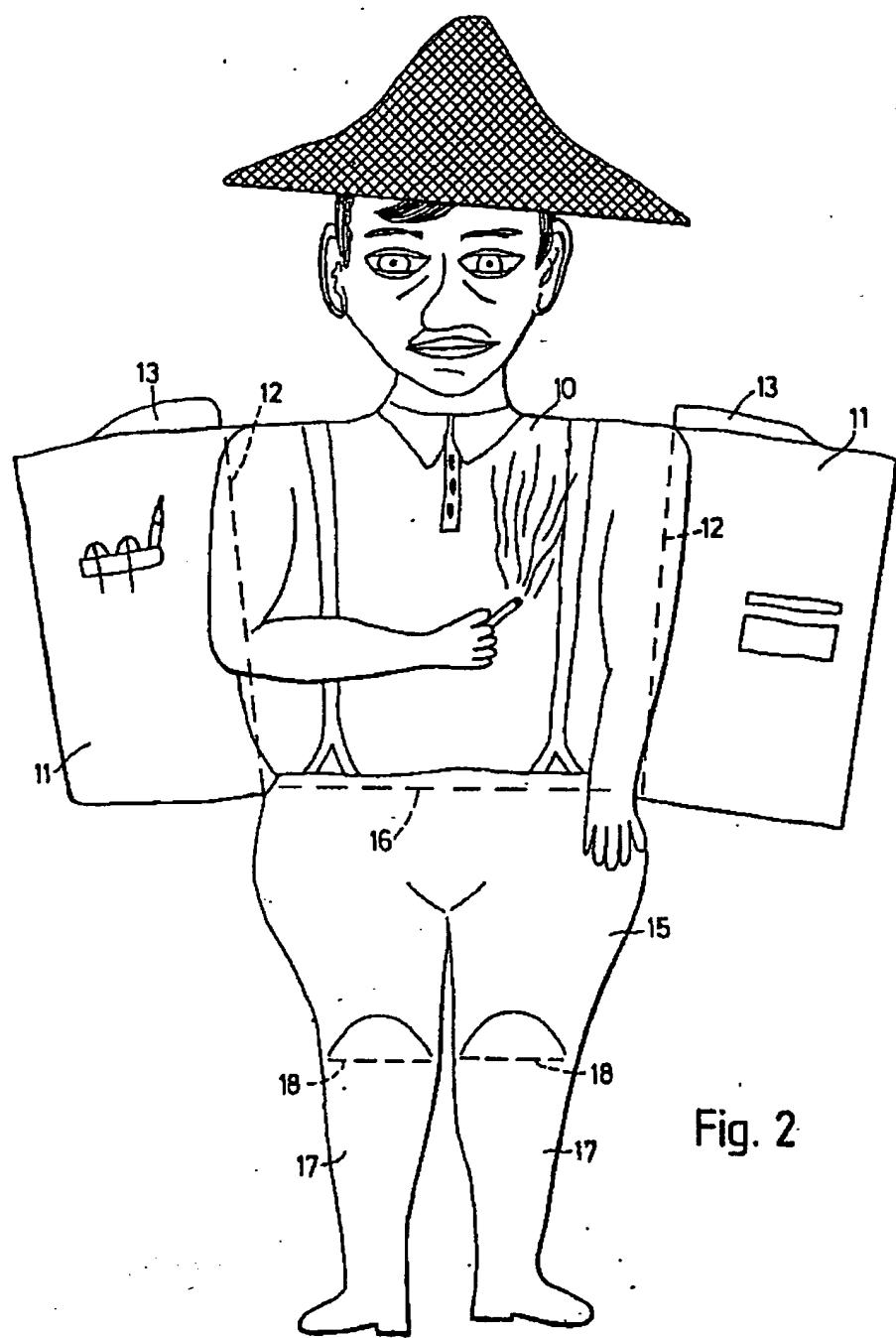


Fig. 2

SUBSTITUTE SHEET

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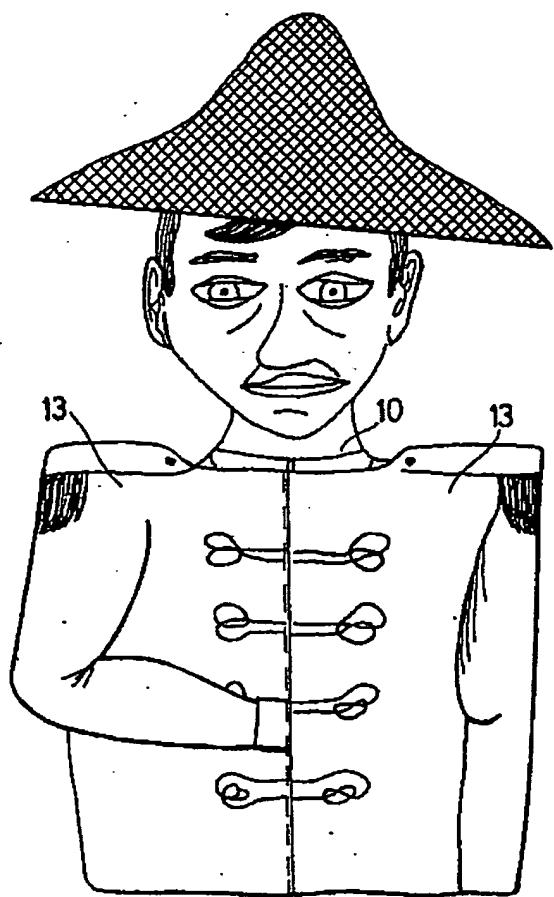


Fig. 3

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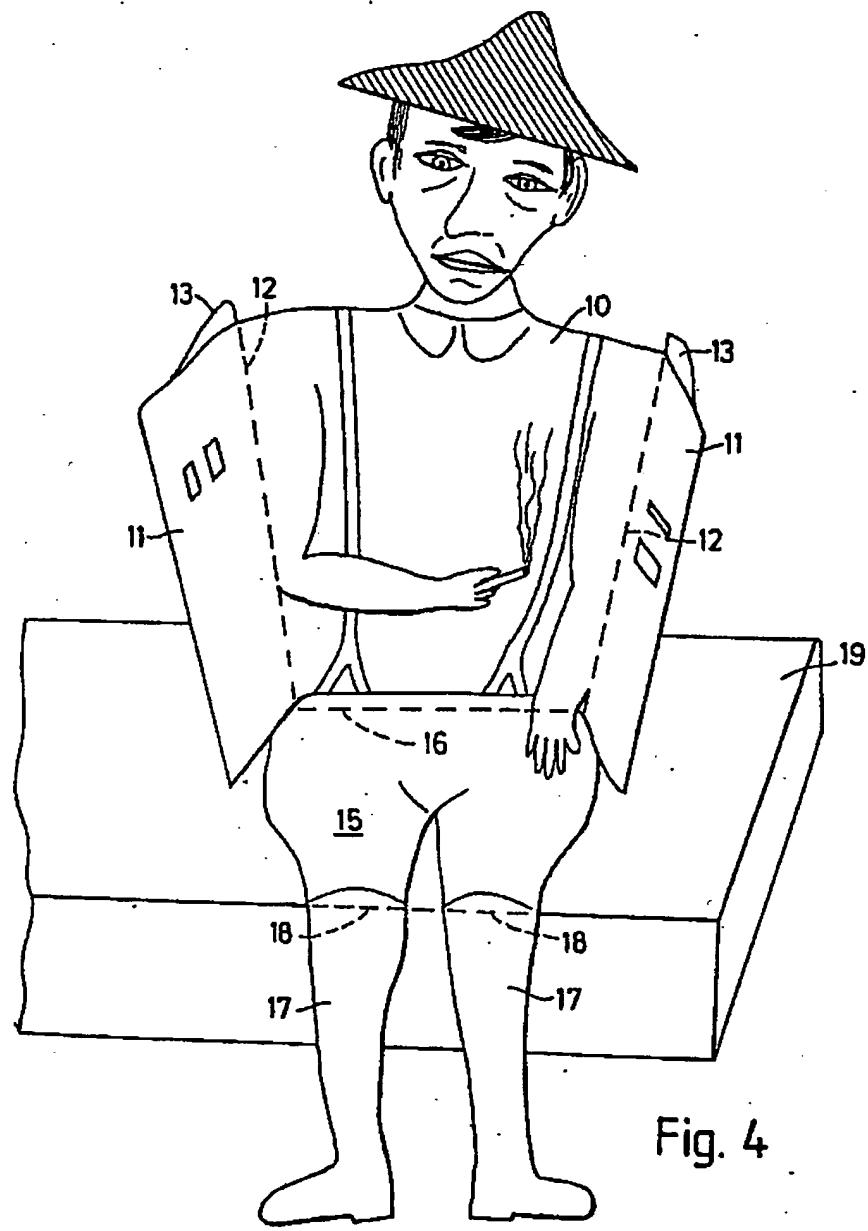


Fig. 4

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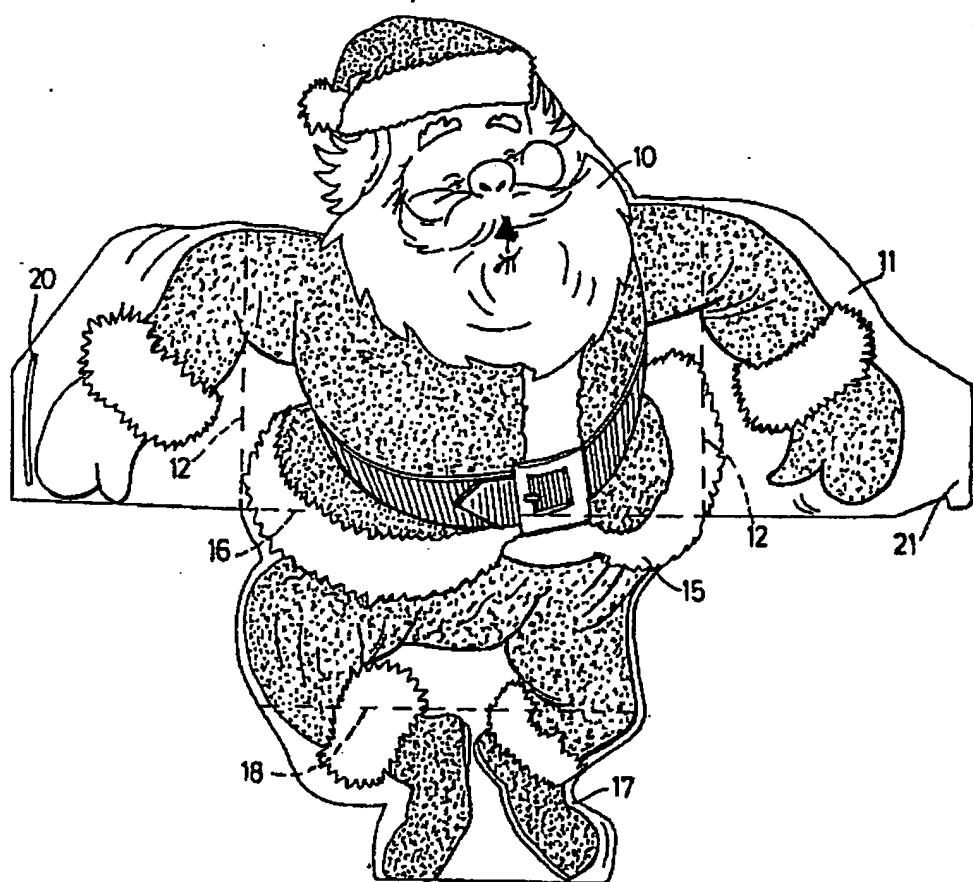


Fig. 5

INTERNATIONAL SEARCH REPORT

International Application No. PCT/GB 90/01307

I. CLASSIFICATION OF SUBJECT MATTER (if several classification symbols apply, indicate all)⁶

According to International Patent Classification (IPC) or to both National Classification and IPC
IPC5: B 42 D 15/04

II. FIELDS SEARCHED

Minimum Documentation Searched⁷

Classification System	Classification Symbols
IPC5	A 63 H; B 42 D

Documentation Searched other than Minimum Documentation
to the Extent that such Documents are Included in Fields Searched⁸

III. DOCUMENTS CONSIDERED TO BE RELEVANT⁹

Category ¹⁰	Citation of Document, ¹¹ with indication, where appropriate, of the relevant passages ¹²	Relevant to Claim No. ¹³
A	DE, C, 922925 (CHRISTIAN KELLERER) 27 January 1955, see the whole document	1,3,12- 15,20
A	US, A, 2896372 (M. I. AUSTIN) 28 July 1959, see the whole document	1,7- 10,13, 20
A	US, A, 1702539 (H.N. GOVE) 19 February 1929, see the whole document	1,13, 20
A	US, A, 1261297 (A.J. RUMMLER) 2 April 1918, see the whole document	1,2,12, 13,20

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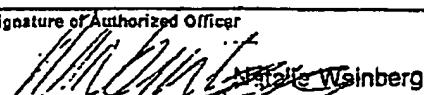
"T" later document published after the International filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Z" document member of the same patent family

IV. CERTIFICATION

Date of the Actual Completion of the International Search 16th November 1990	Date of Mailing of this International Search Report 06.12.90
International Searching Authority EUROPEAN PATENT OFFICE	Signature of Authorized Officer  Ariane Weinberg

III. DOCUMENTS CONSIDERED TO BE RELEVANT (CONTINUED FROM THE SECOND SHEET)		
Category	Citation of Document, with indication, where appropriate, of the relevant passages	Relevant to Claim No
A	US, A, 1128028 (C.S. MILLER) 9 February 1915, see the whole document	1,7-9, 12-15,20
A	US, A, 1106058 (G.M. RAND) 4 August 1914, see the whole document	4,5, 16
A	US, A, 723438 (K. V. BETTS) 24 March 1903, see the whole document	1,7,8, 13,20

ANNEX TO THE INTERNATIONAL SEARCH REPORT
ON INTERNATIONAL PATENT APPLICATION NO.PCT/GB 90/01307

SA 39383

This annex lists the patent family members relating to the patent documents cited in the above-mentioned international search report.
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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
DE-C- 922925	27/01/55	NONE	
US-A- 2896372	28/07/59	NONE	
US-A- 1702539	19/02/29	NONE	
US-A- 1261297	02/04/18	NONE	
US-A- 1128028	09/02/15	NONE	
US-A- 1106058	04/08/14	NONE	
US-A- 723438	24/03/03	NONE	

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